



***Advanced Segmentation Strategies
for 21st Century Renewable Energy
Program Marketing***



The situation...

***..Your renewable energy program is up and running
and has been for 12 to 36 months***

OR

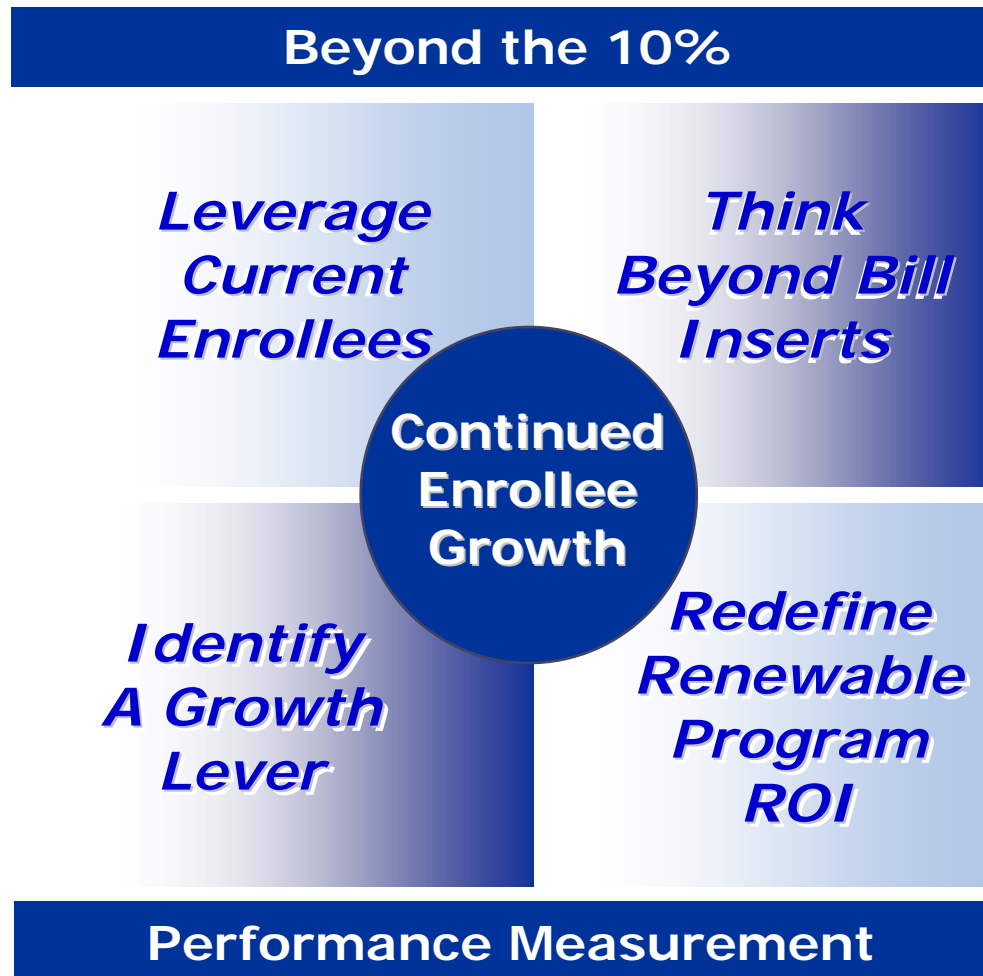
..Your about to begin your program



The challenge...

..How do you get beyond the 10% of potential enrollees who are ready to commit to renewable energy?

Advanced Segmentation Strategies





Advanced Segmentation *New* Enrollee Types

- **The “converted”**: Enrollee who becomes part of your 10% but doesn’t start out there
- **The “e”**: Enrollee brought into the process via online community or education
- **The “partner”**: There will always be large group of potential enrollees who will not participate



Advanced Segmentation *New* Enrollee Types

- **The “incentive”:** Enrollee who participates based on an incentive
- **The “recognition”:** Enrollee who participates based on an recognition
- **The “rest”:** There will always be large group of potential enrollees who will not participate

Enrollee Acquisition Tactics

Beyond the Bill Insert

*Incentive &
Recognition*

*Online
Community*

**Continued
Enrollee
Growth**

*Information
Based
Marketing*

*Partner
Based
Marketing*

Performance Measurement



Recognition Programs and Incentive

Participant Recognition

- Strengths
 - Recognizes participants
 - Provides a marketing network
 - Can be driven by an incentive
 - A la Green Power Partnership

Participant Incentives

- Weaknesses
 - Ongoing management (editorial)
 - Regulatory
 - Budget



Online Community

***The Power
Of Place...***

***Self-
Sustaining***

- Strengths
 - A single focal point
 - Self generating
 - Strong community presence
 - Leverage evangelists passion
- Weaknesses
 - Ongoing management (editorial)
 - Budget



Information Based Marketing

***Online &
Offline
Information***

***...PLUS
Online
Content***

- Strengths
 - Very sticky
 - Multipurpose
 - Easy customization
- Weaknesses
 - Subscription management
 - Content creation
 - Budget



Partner Marketing

Educational Programs

- Strengths
 - Very sticky
 - Long lasting impact
 - Strong community presence
 - Third party endorsements

Relationship Programs

- Weaknesses
 - Time to results
 - Budget



...The One Ongoing Theme: Budget

- The traditional approach: Bill inserts and low priority
- How do we change this?
 - It starts with program ROI criteria
 - Making your program part of the core business rather than an after thought
 - This begins with how program managers structure the program and the business case presented to management



Best Practices

- Identify where you are in your program life cycle
- Identify where you are based on enrollee acquisition
- Map your next generation marketing tactics to a target customer segment
- Address the issue of overall program ROI criteria upfront
- Be certain that you are ready to deploy these types of advanced tactics



Thank You.

